AMENDMENT TO THE CLAIMS

Claims 1-22 (Canceled)

Claims 23-44 (cancel)

45.   (Currently Amended) A method of targeting content, comprising:

receiving multiple data streams at a client device with each data stream ~~of the multiple data streams~~ comprising a content item and a content ~~at least one associated~~ tag;

storing the multiple data streams in memory of the client device;

~~storing a user profile having at least one profile tag;~~

detecting an insertion event ~~received from the memory~~;

retrieving multiple identifiers of the content tag from the memory;

retrieving the multiple identifiers of a corresponding profile tag from a user profile;

setting an initial value of a score to zero;

successively comparing each identifier of the content tag to each corresponding identifier of the corresponding profile tag;

incrementing the score when an identifier in the content tag matches a corresponding identifier in the corresponding profile tag;

comparing the score to a threshold value when all the multiple identifiers of the profile tag have been compared to all the multiple identifiers of the corresponding profile tag; and

~~transmitting content items from the memory to an analysis module that calculates a score for each content item by comparing the at least one associated tag to the user profile and that compares the score to a threshold score;~~

when the score satisfies the threshold score, then determining that the content item is appropriate for presentation; ~~and~~

~~selecting one of the multiple data streams having the score that satisfies the threshold score~~.

46.   (Original) The method of claim 45, further comprising defining the user profile based on usage.

47.   (Original) The method of claim 45, further comprising defining the user profile based on manual input.

48.   (Previously Presented) The method of claim 45, further comprising detecting a pattern in user selections and updating the user profile with the pattern.

49.   (Currently Amended) The method of claim 45, <u>further comprising calculating a weighted average of the identifier in the content tag and the corresponding identifier in the corresponding profile tag</u> ~~wherein evaluating the at least one tag comprises correlating the at least one tag to the at least one profile tag~~.

50.   (Cancel)

51.   (Original) The method of claim 45, further comprising filtering out unselected data streams.

52.   (Currently Amended) The method of claim 45, further comprising <u>determining that the content item is inappropriate for presentation when the score is less than the threshold score</u> ~~receiving a tag identifier associated with the at least one tag~~.

53.   (Original) The method of claim 45, wherein receiving the multiple data streams comprises receiving a classification associated with the at least one tag.

54.   (Cancel)

55.　(Currently Amended) The method of claim 45, further comprising causing presentation of the <u>content item</u> <s>selected one of the multiple data streams</s>.

56.　(Currently Amended) A system for targeting content, comprising:

a processor <u>executing code stored in</u> <s>communicating with</s> memory <u>that causes the processor to: [[;]]</u>

<u>receive</u> <s>the processor receiving</s> multiple data streams[[,]] <u>with</u> each data stream <u>of the multiple data streams</u> comprising a content item and <u>a content</u> <s>at least one associated</s> tag;

<u>store</u> <s>the processor storing and organizing</s> the multiple data streams in the memory;

<s>the processor storing a user profile in the memory having at least one profile tag;</s>

<u>detect</u> <s>the processor detecting</s> an insertion event <s>received from the memory</s>;

<u>retrieve multiple identifiers of the content tag from the memory;</u>

<u>retrieve the multiple identifiers of a corresponding profile tag from a user profile;</u>

<u>set an initial value of a score to zero;</u>

<u>successively compare each identifier of the content tag to each corresponding identifier of the corresponding profile tag;</u>

<u>increment the score when an identifier in the content tag matches a corresponding identifier in the corresponding profile tag;</u>

<u>compare the score to a threshold value when all the multiple identifiers of the profile tag have been compared to all the multiple identifiers of the corresponding profile tag; and</u>

<s>the processor transmitting content items from the memory to an analysis module that calculates a score for each content item by comparing the at least one associated tag to the user profile and that compares the score to a threshold score;</s>

when the score satisfies the threshold score, then ~~the processor~~ determine[[s]] that the content item is appropriate for presentation~~;~~

~~the processor selecting one of the multiple data streams having the score that satisfies the threshold score; and~~

~~the processor ordering a graphical content menu with content items having a highest probability of interest according to the user profile.~~

57.   (Currently Amended) The system of claim 56, <u>wherein the code</u> further <u>causes the processor to define</u> ~~comprising means for defining~~ the user profile based on usage.

58.   (Currently Amended) The system of claim 56, <u>wherein the code</u> further <u>causes the processor to define</u> ~~comprising means for defining~~ the user profile based on manual input.

59.   (Currently Amended) The system of claim 56, wherein the <u>code further causes the</u> processor <u>to</u> ~~further~~ detect[[s]] a pattern in user selections and <u>update</u> ~~updating~~ the user profile with the pattern.

60.   (Currently Amended) The system of claim 56, <u>wherein the code</u> further <u>causes the processor to calculate a weighted average of the identifier in the content tag and the corresponding identifier in the corresponding profile tag</u> ~~comprising means for correlating the at least one tag to the at least one profile tag~~.

61.   (Cancel)

62.   (Currently Amended) The system of claim 56, <u>wherein the code</u> further <u>causes the processor to filter</u> ~~comprising means for filtering~~ out unselected data streams.

63.   (Currently Amended) The system of claim 56, <u>wherein the code</u> further <u>causes the processor to receive</u> ~~comprising means for receiving~~ a classification associated with the <u>content item</u> ~~at least one tag~~.

64.   (Cancel)

65.   (Currently Amended) The system of claim 56, <u>wherein the code</u> further <u>causes the</u> <u>processor to cause</u> ~~comprising means for causing~~ presentation of the <u>content item</u> ~~selected~~ ~~one of the multiple data streams~~.

66.   (Currently Amended) A computer ~~program product comprising a computer~~ readable storage medium storing processor executable instructions for performing a method of targeting content, the method comprising:

        receiving multiple data streams[[,]] <u>with</u> each data stream <u>of the multiple data</u> <u>streams</u> comprising a content item and <u>a content</u> ~~at least one associated~~ tag;
        storing ~~and organizing~~ the multiple data streams in memory ~~as categories~~;
        ~~storing a user profile having at least one profile tag~~;
        detecting an insertion event ~~received from the memory~~;
        <u>retrieving multiple identifiers of the content tag from the memory;</u>
        <u>retrieving the multiple identifiers of a corresponding profile tag from a user</u> <u>profile;</u>
        <u>setting an initial value of a score to zero;</u>
        <u>successively comparing each identifier of the content tag to each corresponding</u> <u>identifier of the corresponding profile tag;</u>
        <u>incrementing the score when an identifier in the content tag matches a</u> <u>corresponding identifier in the corresponding profile tag;</u>
        <u>comparing the score to a threshold value when all the multiple identifiers of the</u> <u>profile tag have been compared to all the multiple identifiers of the corresponding profile</u> <u>tag; and</u>
        ~~transmitting content items from the memory to an analysis module that calculates~~ ~~a score for each content item by comparing the at least one associated tag to the user~~ ~~profile and that compares the score to a threshold score~~;

when the score satisfies the threshold score, then determining that the content item is appropriate for presentation;

~~selecting one of the multiple data streams having the score that satisfies the threshold score;~~

~~ordering a content menu with content items having a highest probability of interest according to the user profile; and~~

~~presenting a targeted content item when the targeted content item is associated with a zone improvement plan~~.